

NO STAMP  
REQUIRED

# Freepost

## Whitefriars Communications Team

(Nothing else needs writing on this card and no stamp is needed)

Fold along the dotted line and don't forget to stick down the edges

### Prize Selection

If I win, my choice of **First Prize** is (please tick one)

- Nintendo Wii Games Console       Kettle, Toaster & Microwave Oven Set  
 Digital Camcorder

If I am a runner, up my choice of **Runners Up Prize** is (please tick one)

- iPod Shuffle       Toaster       Digital Camera

All entries have an equal chance of winning. One main winner and ten runners up will be chosen at random from all the entries. All entries must be received by 1st February 2010.

WEST MERCIA HOUSING GROUP



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☎ 01432 377 900



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Visit our website at [www.wmhousing.co.uk](http://www.wmhousing.co.uk)

Don't forget to stick down the edges

# Communications Survey

## WIN a fantastic first prize

We are constantly trying to find new and more effective ways of communicating with you, our customers. To help us do this we hope you will find time to fill in this short survey about some of the ways you communicate already.



Nintendo Wii



Digital Camcorder  
JVC

Microwave, Toaster  
and Kettle Set



Plus ten runners up prizes of an iPod Shuffle, a Toaster or a Digital Camera

To help persuade you, everyone who takes part will be entered into a very special prize draw. We have **ONE** main prize and **TEN** runner up prizes, so don't forget to fill in your choice along with your contact details. Once you are done, just fold up the survey, stick down the edges with sticky tape or glue and then put it in the post. It does not need a stamp and you need not write anything else on it. Simple!

# Communications Survey

Rest assured we are not trying to sell you anything and your answers will stay with us, all we want to do is build a better picture of the lifestyles of our customers to help us to find new ways of reaching you.

## Your Customer Magazine / Newsletter

**Q1 How often do you read your customer Magazine?**

- (please tick)
- Every Issue  Most Issues  Occasionally   
 Hardly Ever  Never

**Q2 How interesting do you generally find it to be?**

- (please tick)
- Very  Fairly  Not Very

**Q3 How useful do you generally find it to be?**

- (please tick)
- Very  Fairly  Not Very

**Q5 Shown below are two different style of publication.** One is a Magazine style and the other more in the style of a traditional Newsletter. Have a look at them both and tell us which you think you prefer?



**Option 1**   
**A4 Size**  
 (210mm x 297mm  
 12" x 8 1/2")



**Option 2**   
**A3 Size**  
 (297mm x 420mm  
 17" x 12")

## Magazines and Papers

**Q6 Which National Newspapers do you read regularly?**

- I don't read National Newspapers regularly   
 I most often read (list all of them)
- .....  
 .....  
 .....

**Q7 Which Local Newspapers do you read regularly?**

- I don't read Local Newspapers regularly   
 I most often read (list all of them)
- .....  
 .....  
 .....

## Radio and TV

**Q8 Which Radio Stations do you listen to regularly?**

- I don't normally listen to the Radio   
 I most often listen to (list all of them)
- .....  
 .....

**Q9 Which, if any, of these, do you have at home?**

- (tick all that apply)
- Satellite TV (Sky, Free Sat etc)  
 Cable TV (Virgin etc)  
 Freeview (Box or built into a TV)  
 Other Digital TV package? (please state)
- .....  
 .....

## Computers and the Internet

**Q10 Do you have a computer at home?**

- (tick all that apply)
- Desktop Computer  
 Laptop Computer

**Q11 Do you have access to the Internet at home?**

- Yes  No  
 If **yes**, what sort?
- Dial Up Connection  
 Broadband  
 Mobile Internet (Dongle)  
 Through my TV  
 On my Mobile Phone  
 Other? (please state)
- .....  
 .....

**Q12 Do you use the Internet anywhere else (eg: library, community centre etc)?**

- Where? .....
- .....  
 .....

**Q13 How often, on average, do you use the Internet?**

- Every day  
 A few times a week  
 Once a week  
 A few times a month  
 Hardly ever  
 Never used it

**Q14 What sorts of things do you use the Internet for?**

- Emails  
 Shopping  
 News  
 Playing games  
 Social Networking (eg: Facebook, MySpace)  
 Finding out information (eg: cinema times, bus routes)  
 Other (please state) .....
- .....  
 .....

## Phones

**Q15 Do you have a home phone (landline)?**

- Yes  No

**Q16 Do you have a mobile phone?**

- Yes  No  
 If **yes** is it on  Contract or  Pay As You Go?

**Q17 Roughly, how often do you change your mobile phone?**

.....  
 .....

**Q18 If you change your phone, do you generally get a new phone number or keep your existing one?**

- Keep existing number  Get a new number

**Thank you for taking part and don't forget to fill in your contact details along with your choice of prize!**

Name .....

Mobile .....

Address .....

Email .....

Postcode .....

Don't forget to choose the prize you would like to win by ticking the box overleaf.  
 All entries must be received by 1st February 2010.

Telephone .....

West Mercia would like to send you details about our latest projects and news, by email or text, if you do NOT want us to please tick the box below. We will not pass your details onto third parties and any information you receive will only be from us.